

SYSTEM AND METHOD FOR PERFORMING RATIO PLANNING

ABSTRACT OF THE INVENTION

An exemplary embodiment of the present invention is a method for performing ratio planning. The method includes building a ratio planning database, creating a pre-defined ratio planning report template that includes a coefficient of variation field, and creating a populated database that is a subset of the ratio planning database for the report template. Based on the request of a system user, the pre-defined ratio planning report is generated from the data in the template and the populated database. Additionally, a user-defined ratio planning report based on data in the ratio planning database can be generated in response to a request by a system user. Additional embodiments include a system and storage medium for performing ratio planning.